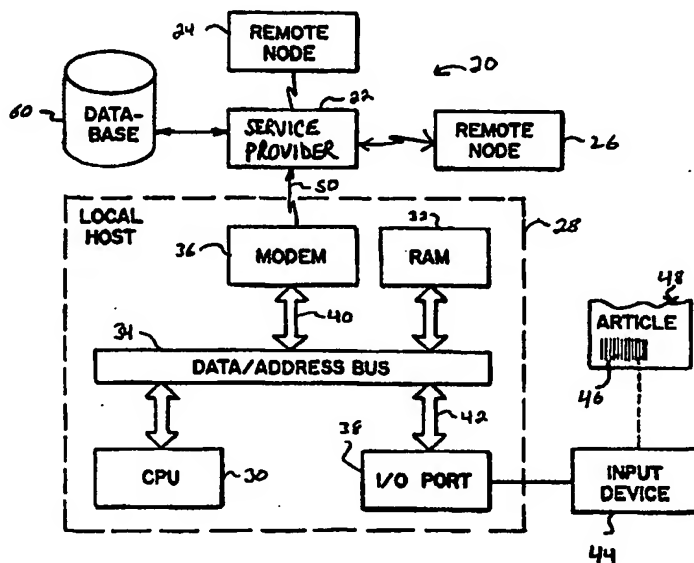


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(57) Abstract

A system and method for using identification codes found on ordinary articles of commerce (48) to access remote computers (24, 26) on a network (20). In accordance with one embodiment of the invention, a computer is provided having a data base (60) that relates uniform product code numbers (UPC) to Internet network addresses. To access an Internet resource relating to a particular product, a user enters the product's UPC symbol manually, by swiping a bar code reader over the UPC symbol (46), or via other suitable input means. The database (60) retrieves the URL corresponding to the UPC code. This location information is then used to access the desired resource.